

Seeing It Through

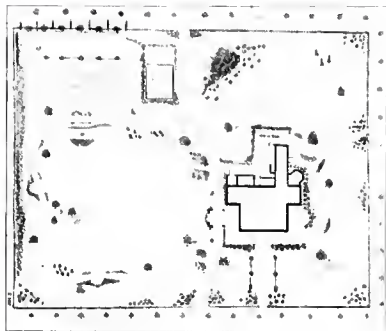
Gift of
J. Horace McFarland Co.
Harrisburg, Penna.
May 1957

THE BERRYHILL NURSERY CO.

Gentlemen: I want to express my satisfaction and appreciation of the successful outcome of the planting scheme of the grounds surrounding my new residence. Your scheme was adopted with very little change. I am very well pleased with the broad, comprehensive manner in which you have carried out your original ideas, not only as to design, but in execution, carrying out fully the spirit of the contract in a manner that has been fair, as well as pleasant and satisfactory. I am particularly gratified with the success of your painstaking efforts in the transplanting of the large trees, and especially the old copper beech.

[Signed by the owner of the residence shown on pages 2 to 8]

SEEING IT THROUGH



TO see the work through from the vacant lot to the well-planned and well-planted beautiful grounds is the service we propose to those who contemplate a Home—a Country Club—a Modern Factory—a School or College—a Hospital—a Modern Cemetery—a City or Private Park, or, indeed, any undertaking that gives opportunity for landscape treatment or embellishment with trees or shrubs.

The pictures on the following pages tell the story better than words, and the letter on the second page of the cover is the other side of the transaction, as told by the owner whose name and

address we shall cheerfully furnish on request.

Our facilities in men and material are the best that money and brains can produce. We undertake only such work as we know we can execute to the entire satisfaction of the client and to our own credit.

Correspondence is invited and no obligation is incurred by either party in any preliminary correspondence or consultation.

THE BERRYHILL NURSERY CO.

OFFICES: { Mitchell Building, Springfield, Ohio
 { Berryhill Building, Harrisburg, Pa.

Our own nurseries adjacent to each city



Locating the house on the plot—the year before



Large trees especially grown for transplanting. Note the great root system. April 15



The immediate and permanent effect of rightly chosen Evergreens. May 1



The Tennis-court, Vegetable-garden and Pergola as part of the planting-scheme. June 15



The grounds completed. September 30



From the same point of view as the picture on the opposite page. Seven years later



Another view—Seven years after planting



A Country Club planned and planted—including layout for Golf, Tennis, etc.



Education should begin outside the school building, by training the eyes of the students



A Factory planting like this saves many times its cost in making more efficient workmen



Hospitals need a special treatment



A Memorial Park is a perpetual monument that brings pleasure to many



The Back Yard need not be unattractive. It should be a beautiful outdoor living-room



A well-planned Cemetery Lot is beautiful throughout the entire year



This Foundation Planting ties the house to the lawn and is effective winter as well as summer

THE AMERICAN CIVIC ASSOCIATION
HARRISBURG, PENNSYLVANIA

THE BERRYHILL NURSERY CO.

Gentlemen: I have been thinking of what I have seen in Harrisburg in the past year in the way of foundation plantings, little gardens, and the like, to show the growing appreciation of our people of home decoration.

Four or five years ago the dooryards of Harrisburg were painful to see. Apparently the influence of growing green in the lives of the people was not recognized. The change that has come about is, I think, due primarily to the influence and methods of the Berryhill Nursery. The plantings have been with design, and good design at that, rather than on the basis of what some nursery agent could make the most profit on. Consequently, as one goes about now, it is possible to see evergreens used where they belong, tying the house and the garden together. Herbaceous plants are coming into use which have heretofore been strange to the most of Harrisburg. Better roses, better shrubs and more of them are characterizing the town.

I am glad to tell you this because of the feeling I have come to hold that the Berryhill Nursery, which, of course, is organized like other business enterprises, to make money, has actually been a real civic advantage to Harrisburg. . . .

I send you my hearty congratulations for your important part in bringing about this better condition in Harrisburg.

Yours very truly,

(Signed) J. HORACE McFARLAND, *President.*

